

### CLAIMS

What is claimed is:

1. A method for improving skin appearance comprising applying to an area of skin where  
5 improved appearance is desired, a post-application expanding cosmetically acceptable  
composition comprising at least one surfactant, a solvent for the surfactant, a volatile agent in an  
amount effective to cause the surfactant and solvent to interact and produce a foam on the skin  
and thereby produce an expanded composition, and a film-forming agent, the film-forming agent  
being present in an amount effective to form a film after application of the composition to the  
10 skin and, when the film sets, to fix at least a portion of the expanded composition in its expanded  
state, and permitting the composition to remain on the skin for as long as the improved  
appearance is desired.
2. The method of Claim 1, wherein the improvement is an appearance of fullness or leveling  
15 or masking of wrinkles, fine lines, blemishes or scarring.
3. A method for improving the appearance of skin comprising applying to an area of skin  
where improvement is sought, a leave-on post-application expanding cosmetically acceptable  
composition and permitting the composition to remain on said area for an effective period of  
20 time.
4. The method of Claim 3, wherein the improvement is an appearance of fullness or leveling  
of the skin or masking of wrinkles, fine lines, blemishes or scarring.
- 25 5. The method of Claim 3, wherein the post-application expanding cosmetically acceptable  
composition comprises at least one surfactant, a solvent for the surfactant, a volatile agent in an  
amount effective to swell the composition after application to the skin, and a film-forming agent,  
the film-forming agent being present in an amount effective to form a film and, when the film  
sets, to fix at least a portion of the swelled composition in an expanded state, and permitting the  
30 composition to remain on the skin for as long as the effect is desired.

6. The method of Claim 5, wherein the composition includes about 1 to about 50% by weight of the film-forming agent, based on the total weight of the composition.

7. The method of Claim 5, wherein the composition includes about 5 to about 40% by weight of the film-forming agent, based on the total weight of the composition.

8. The method of Claim 5, wherein the composition includes about 8 to about 30% by weight of the film-forming agent, based on the total weight of the composition.

9. The method of Claim 5, wherein the composition includes about 10 to about 25% by weight of the film-forming agent, based on the total weight of the composition.

10. The method of Claim 5, wherein the film-forming agent is a polymer.

11. The method of Claim 5, wherein the film-forming agent is a copolymer.

12. The method of Claim 11, wherein the film-forming agent is selected from the group consisting of acrylates copolymer, methacrylates copolymer, acrylamides copolymer, and mixtures thereof.

13. The method of Claim 5, wherein the composition contains a colorant.

14. The method of Claim 13, wherein the colorant is present in an amount sufficient to impart to the skin a color other than white for such effective period of time.

15. The method of Claim 14, wherein the skin is the lips.

16. The method of Claim 14, wherein the colorant is a pigment.

17. The method of Claim 16, wherein the pigment is present in an amount and of a type such that the composition is suitable as a lipstick or lip gloss.

18. The method of Claim 16, wherein the pigment is present in an amount and of a type such that the composition is suitable as a concealer or foundation.

19. The method of Claim 16, wherein the pigment is present in an amount and of a type such  
5 that the composition is suitable as an eye shadow.

20. The method of Claim 16 wherein the pigment is a pigment dispersion.

21. The method of Claim 20, wherein the pigment dispersion comprises water, an iron oxide  
10 and a second film forming agent.

22. The method of Claim 3, wherein the composition contains a water-soluble viscosity increasing agent.

23. The method of Claim 3, wherein the composition is a gel, an emulsion or semi-solid in  
15 form.

24. The method of Claim 3, wherein the composition is a gel based on an interpolymer gel reaction product.  
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25. The method of Claim 24, wherein the composition contains about 0.05 to about 5% of the interpolymer gel reaction product.

26. The method of Claim 24, wherein the interpolymer gel reaction product is formed from a  
25 quaternized cationic polymer and an anionic polymer.

27. The method of Claim 3, wherein the composition contains an anionic surfactant.

28. The method of Claim 27, wherein the anionic surfactant is selected from the group  
30 consisting of water-soluble salts of C<sub>10</sub> to C<sub>22</sub> fatty acids, alkyl sulfates, alkyl ether sulfates, alkyl monoglyceryl ether sulfates, alkyl monoglyceride sulfates, alkyl monoglyceride sulfonates, alkyl

sulfonates, alkylaryl sulfonates, alkyl sulfosuccinates, alkyl ether sulfosuccinates, alkyl sulfosuccinates, alkyl amidosulfosuccinates, alkyl carboxylates, alkyl amidoethercarboxylates, alkyl succinates, fatty acyl sarcosinates, fatty acyl amino acids, fatty acyl taurates, fatty alkyl sulfoacetates, alkyl phosphates, alkyl ether phosphates, and mixtures thereof.

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29. The method of Claim 28, wherein the water-soluble salts of C<sub>10</sub> to C<sub>22</sub> fatty acids are stearic acid, palmitic acid, myristic acid selected from the group consisting of sodium, potassium and triethanolamine salts of palmitic acid, stearic acid, oleic acid, myristic acid, palm and coconut oil fatty acids, and mixtures thereof.

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30. The method of Claim 3, wherein the composition contains an amphoteric or zwitterionic surfactant.

31. The method of Claim 30, wherein the amphoteric or zwitterionic surfactant is selected from the group consisting of amphocarboxylates, alkyl betaines, amidoalkyl betaines, amidoalkyl sultaines, amphophosphates, phosphobetaines, pyrophosphobetaines, carboxyalkyl alkyl polyamines, alkyl amino monoacetates, alkyl amino diacetates, and mixtures thereof.

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32. The method of Claim 3, wherein the composition contains a nonionic surfactant.

33. The method of Claim 32, wherein the nonionic surfactant is a polyoxyethylene derivatives of a polyol ester.

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34. The method of Claim 5, wherein the volatile agent has a vapor pressure from about 0.5 Torr to about 30,000 Torr, at a temperature of about 0° to about 100°C.

35. The method of Claim 34, wherein the vapor pressure is from about 5.0 Torr to about 5,000 Torr.

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36. The method of Claim 34, wherein the vapor pressure is from about 100 Torr to about 2,500 Torr.

37. The method of Claim 5, wherein the volatile agent is selected from the group consisting of n-pentane, isopentane, neopentane, n-butane, isobutane, isobutene, cyclopentane, hexane, trichlorotrifluoroethane, 1,2-dichloro,1,1,2,2-tetrafluoroethane, hydrofluoroethers, methyl perfluoropropyl ether, and mixtures thereof.

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38. The method of Claim 3, wherein the effective period of time is at least one hour.

39. The method of Claim 3, wherein the effective period of time is several hours.

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40. A method for imparting to skin an appearance of fullness or leveling or for masking skin wrinkles, fine lines, blemishes or scarring, comprising applying to an area of skin for an effective period of time where the appearance of fullness, leveling or masking is desired, a post-expanding composition comprising a film-forming agent, a surfactant, a solvent for the surfactant, and a volatile agent, wherein the film-forming agent is present in an amount effective to form a film that entraps at least a portion of foam formed by interaction of the volatile agent, the surfactant, and the solvent for the surfactant after the composition is applied to said area of skin.

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41. The method of Claim 40, wherein the composition is permitted to remain on said area for several hours.

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42. The method of Claim 40, wherein the composition is permitted to remain on said area for at least 4 hours.

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43. The method of Claim 40, wherein the composition is permitted to remain on said area for at least 8 hours.

44. The method of Claim 40, wherein the volatile agent has a vapor pressure from about 0.5 Torr to about 30,000 Torr, at a temperature of about 0° to about 100°C.

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45. The method of Claim 44, wherein the vapor pressure is from about 5.0 Torr to about 5,000 Torr.

46. The method of Claim 44, wherein the vapor pressure is from about 100 Torr to about 2,500 Torr.

47. The method of Claim 40, wherein the volatile agent is selected from the group consisting of n-pentane, isopentane, neopentane, n-butane, isobutane, isobutene, cyclopentane, hexane, trichlorotrifluoroethane, 1,2-dichloro,1,1,2,2-tetrafluoroethane, hydrofluoroethers, methyl perfluoropropyl ethers and mixtures thereof.

48. The method of Claim 40, wherein the skin is skin of the lips.

49. The method of Claim 48, wherein the composition contains a colorant in an amount sufficient to impart color to the lips for such effective period of time.

50. The method of Claim 3, wherein the composition is contained in a pressurized container.

51. The method of Claim 5, wherein the composition is a microemulsion, the volatile agent is dispersed in the microemulsion in nanometer sized droplets and the composition is contained in a non-pressurized container.

52. The method of Claim 5, wherein the volatile agent is solubilized in the composition and the composition is contained in a non-pressurized container.

53. The method of claim 52, wherein the volatile agent is solubilized by inclusion in the composition of an effective solubilizing amount of a block polymer, polyvinyl alcohol, a polyvinyl alcohol alternative or a mixture thereof, the polyvinyl alcohol being selected from the group consisting of PEG-800/polyvinyl alcohol copolymer, sodium MA/vinyl alcohol copolymer, acetylated polyvinyl alcohol, vinylamine/vinyl alcohol copolymer, VP/VA copolymer, polyvinyl acetate and polyvinylacetal diethylaminoacetate.

54. The method of Claim 53, wherein the composition further includes an ammonium cocoyl isethionate selected from the group consisting of sodium oleoyl ammonium cocoyl isethionate,

sodium myristoyl ammonium cocoyl isethionate, sodium lauroyl ammonium cocoyl isethionate, sodium cocoyl ammonium cocoyl isethionate, ammonium cocoyl isethionate and mixtures thereof.

- 5        55. The method of Claim 5, wherein the volatile agent is carbon dioxide produced by reaction of a cosmetically acceptable acid and a cosmetically acceptable organic or inorganic base in the presence of water, the acid and base being dispersed in an anhydrous first composition, the water being contained in a second composition, the method further including the step of mixing the first and second compositions on the skin, or shortly before application  
10 thereto whereby the post-application expanding composition is produced.